

WASHINGTON COUNTY TOURISM PROFILE

County Indicator	1998	1999	2000	2001(o)	2001(n)	2002(r)	2003	% Change 2002-2003	State Ranking
DEMOGRAPHIC									
Population	84,837	88,049	90,354	94,613	95,584	100,611	105,702	5.1%	5
Total Non-Ag Employment	30,386	31,914	33,595	35,838		37,353	38,992	4.4%	6
Non-Ag Avg Monthly Wage	\$1,727	\$1,776	\$1,830	\$1,859		\$1,903	\$1,956	2.8%	17
Per Capita Income	\$17,808	\$18,001	\$18,864	\$19,303	\$19,856	\$20,059	\$20,246	0.9%	16
Unemployment Rate	3.8%	3.6%	3.2%	3.8%		4.6%	4.4%	-0.2%	4
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	\$223.2	\$230.4	\$233.2	\$229.8	\$411.6	\$450.4	\$523.5	16.2%	2
Travel & Tourism Related Employment	4,131	4,319	4,415	4,571	7,718	6,433	6,570	2.1%	6
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	\$4,643.0	\$4,793.0	\$4,851.0	\$4,780.0	\$6,006.0	\$9,430.2	\$10,959.0	16.2%	2
Gross Taxable Room Rents	\$34,112	\$36,471	\$37,946	\$39,160		\$43,206	\$45,726	5.8%	3
Transient Room Tax	\$1,023.4	\$1,094.1	\$1,138.4	\$1,174.8		\$1,296.2	\$1,371.8	5.8%	3
Restaurant Tax	\$784.4	\$824.0	\$881.7	\$925.5		\$1,032.3	\$1,093.4	5.9%	5
Car Rental Tax	\$8.6	\$260.7	\$123.4	-\$58.4		\$110.0	\$137.2	24.7%	2
Gross Taxable Retail Sales (millions)	\$1,066.9	\$1,159.5	\$1,237.8	\$1,376.9		\$1,503.2	\$1,626.3	8.2%	5
REGIONAL VISITATION COUNTS									
I-15 UT/AZ Traffic Count	6,139,300	6,359,030	6,396,625	6,674,025		7,206,925	7,278,100	1.0%	
SR-89 UT/AZ Traffic Count	651,525	693,500	943,525	923,450		965,425	910,675	-5.7%	
St. George Welcome Center	167,690	181,002	190,173	191,554		208,899	222,025	6.3%	
Zion N.P.	2,370,048	2,449,664	2,432,348	2,227,490		2,647,775	2,458,791	-7.1%	
Bryce Canyon N.P.	1,166,331	1,081,521	1,099,275	1,068,619		886,436	903,760	2.0%	
Quail Creek S.P.	730,901	826,215	849,034	793,326		663,390	514,718	-22.4%	
Cedar Breaks N.M.	578,974	597,460	550,657	690,652		586,938	569,455	-3.0%	
Grand Staircase-Escalante N.M.	849,628	1,141,131	572,176	683,286		670,069	695,900	3.9%	
Snow Canyon S.P.	674,498	612,093	502,107	435,210		347,804	280,285	-19.4%	
Coral Pink Sand Dunes S.P.	188,164	164,893	106,601	131,675		87,694	123,033	40.3%	
Gunlock S.P.	71,212	100,172	76,919	85,365		83,830	82,665	-1.4%	
Mountain Meadows	19,227	11,071	17,581	27,428		57,542	NA	NA	

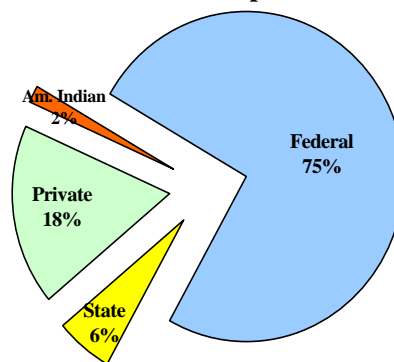
r = revised

Land Ownership - 2004		% Total
Total Acres in County	1,554,104	100.0%
Federal Government		
BLM	630,461	40.6%
US Forest Service	344,482	22.2%
National Recreation Areas	--	--
National Parks	132,032	8.5%
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	53,188	3.4%
Other*	--	--
State Government		
Utah State Parks & Recreation	7,918	0.5%
Utah State Wildlife Reserves	836	--
State Trust Lands	81,685	5.3%
American Indian		
	27,905	1.8%
Private**		
	275,597	17.7%

*Includes Military and Bankhead Jones land

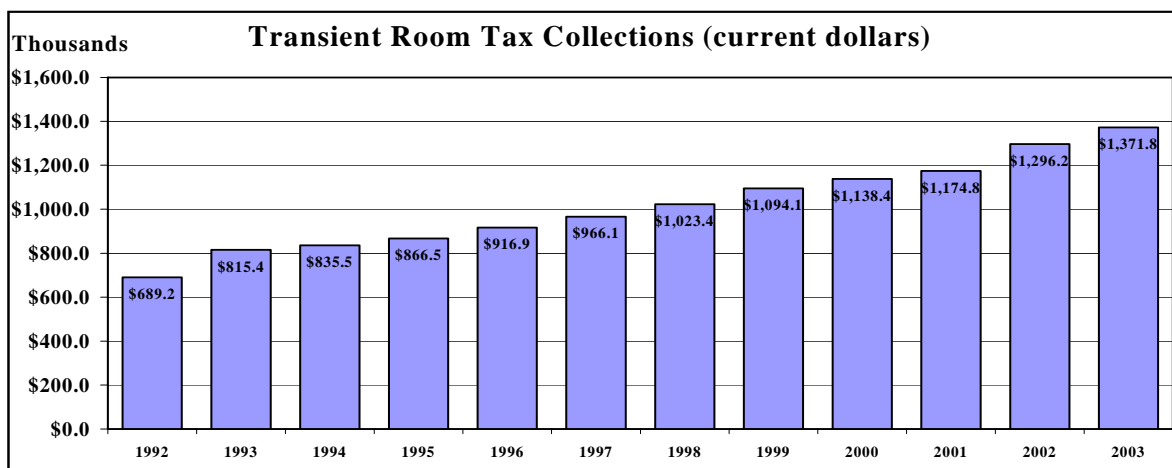
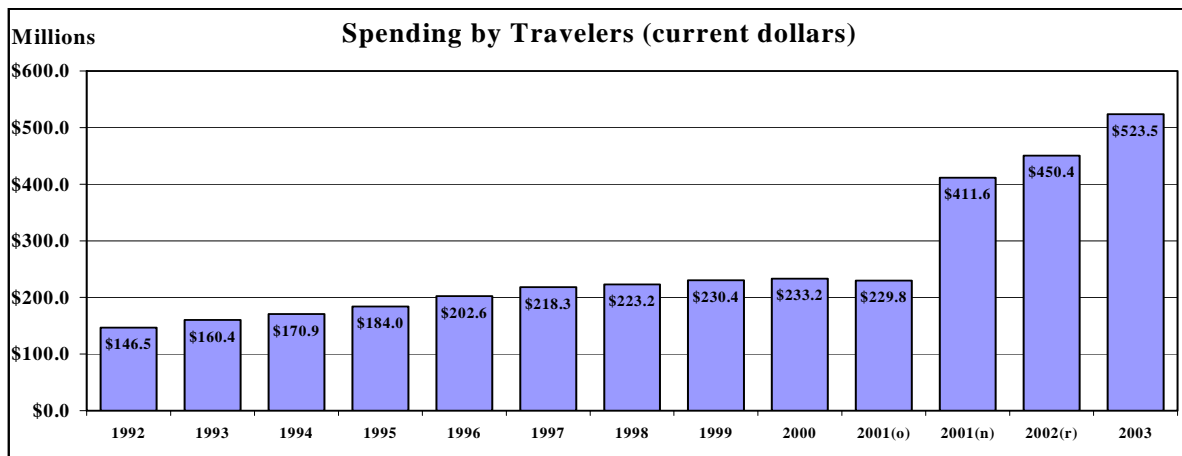
**May include some local government land

Land Ownership - 2004



Note: 2001(o) represents statistics using a prior year's methodology (old). 2001(n) represents statistics using the current methodology (new). See the methodology section in the appendix for details.

Washington County Tourism Profile



r = revised

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